



Jul/Aug 2004

## In This Issue:

- Record Breaking Hot Lotto Sales - Page 2
- Big Winners - Page 2
- Retailer Remedies - Page 3
- Top 20 Retailers - Page 4
- Welcome New Retailers - Page 4
- Power Play Top 10 - Page 5
- Lady Luck Sightings - Page 6
- Power Play Giveaways - Page 6
- Wild Card 2 - Page 7
- Retailer Sales Commissions - Back

Lottery Links (formerly Retailer News) is provided free of charge to licensed retailers, Lottery Advisory Commission members, Scientific Games, and H2M. Lottery Links is available on the website at [www.ndlottery.org](http://www.ndlottery.org).

# Lottery Links

News and Ideas for Lottery Retailers

## Hot Ball Donuts & Flaming Fingernails

Free coffee and orange donut holes at the M & H Convenience Store in Mandan had people talking about the new Hot Lotto Game, launched June 24<sup>th</sup>. Store manager Kevin Junker and his employees were fired up for the game's launch - right down to the "Hot Lotto" flames painted on assistant manager Mary's fingernails!

"What a setting! There was a huge notice outside, and inside, customers were popping lottery balloons to win a free car wash or Pepsi products," said Chuck Keller, lottery director. "No wonder M & H is third in state-wide lottery sales - they go all out!"

Attorney General Wayne Stenehjem, Lottery Commissioners RaeAnn Kelsch (Chair) and Lois Delmore, and Mandan Mayor Ken LaMont, joined lottery representatives and staff for the official launch. Media from across the state watched as Commissioners Kelsch and Delmore flipped on the "Hot Lotto" sales switch.



M & H Convenience Store was selected for the launch because of its high sales figures. The two stores with higher sales helped launch Powerball on March 25, 2004. The Lottery's next game, Wild Card 2, will be launched September 23.

## RECORD-BREAKING HOTLOTTO SALES

North Dakota Lottery retailers did it again! Hot Lotto ticket sales for its first draw on Saturday, June 26, 2004 were sizzling hot. Sales totaled \$56,334 - equal to a record breaking 8.9 cents per capita, and more than four times the average 2.2 cents per capita sales of the seven other Hot Lotto Lottery jurisdictions. This coincided with a record-breaking Hot Lotto jackpot of \$5.5 million.

“North Dakotans are interested in lottery games and they are playing,” said Lottery Director Chuck Keller. “The competitive spirit between retailers across the state is the other side of the coin. At times, we wonder who is having more fun, the players or our retailers,” he continued.

“Logistically, western North Dakota has dictated the Lottery’s high sales per capita charts since the games began. But then, people in the eastern part of our state have been playing these games in our neighboring states for many years,” Keller said.



The first Hot Lotto drawing for North Dakota players on Saturday, June 26<sup>th</sup> was hot. Lady Luck found one very lucky Hot Lotto player with a \$10,000 winning ticket bought at the M & H Convenience Store, 25 Burdick Expressway, in Minot. There were 3,539

winning Hot Lotto tickets worth \$21,992 in prizes, and 3,410 winning Powerball tickets totaling \$34,566 in prizes.

Like Powerball, the game Hot Lotto is a multi-state lottery game. It is also played in DC, Iowa, Minnesota, Montana, New Hampshire, South Dakota, and West Virginia. There have been seven Hot Lotto jackpots won since the game started in August 2002. New Hot Lotto game brochures are available at all lottery retailers.



## BIG Winners

### \$100,000 Powerball

- May 22: Cenex, Valley City
- June 2: Simonson’s, Grand Forks
- July 3: Simonson’s, Minot

### \$15,000 Powerball/Power Play

- May 1: M&H, Mandan

### \$10,000 Hot Lotto

- June 26: M&H, Minot

### \$5,000 Powerball

- March 27: Simonson’s, Minot
- April 28: Rosie’s Food & Gas, Dickinson
- June 23: Sunmart, West Fargo

## RETAILER REMEDIES- Changes, Hints, and Help

- If the lottery terminal locks up, or its communications goes offline, contact Scientific Games Help Desk at 1-866-719-2699.
- The maximum dollar value of a sales transaction has been reduced to \$90 from the previous limit of \$900. If a player or group of players wants to buy more than \$90 of tickets, the retailer must make several transactions. The Lottery is studying this new dollar limit and will notify retailers of any proposed change.
- Please do not cover up the lottery terminal - if it's hidden or obscured, players will not recognize the familiar red terminal and won't know they can buy tickets at your store.
- Be sure to load ticket stock in your lottery terminal properly. Although not necessary, if you open the silver plate, the blue tabbed holders must be put firmly back in place. Before printing any actual tickets, print three or four test tickets (found on the load paper screen). No credit adjustment is issued for operator error.
- During bad weather or high winds, the satellite dish may become slightly out of alignment. This may temporarily slow or shut down the terminal. As soon as the weather passes, the terminal should return to normal operation.
- If a lottery terminal does not read a play slip or ticket, the terminal scanner may be dusty or smudged with ink - you can clean it with a baby wipe. To avoid future problems, clean the scanner weekly.
- If a player brings a faded or torn winning ticket to your store, you can still cash the ticket. Simply press the "Cash" button on the main terminal screen and enter the 15-digit ticket serial number (under your terminal number on the ticket). This does not brand the original ticket but if necessary, write "cashed," the date, and your initials on the redeemed ticket.
- Additional ticket stock and play slips must be ordered through your lottery terminal. Press the "Special" icon on the main menu and follow the prompt for "Ordering Supplies." Additional lottery brochures can be ordered from the Lottery's office.
- Make sure you complete the Ticket Stock Inventory Log each time a new roll of ticket stock is loaded into your terminal. This ensures the ND Lottery can verify the authenticity of certain winning tickets.

Ask for the Sale!  
Powerplay  
increases your  
sales commis-  
sion.

## Top 20 North Dakota Retailers\*

1. Harley's Conoco – 1514 16<sup>th</sup> St SW – Minot
2. Dan's Super Market #3 – 835 S Washington St – Bismarck
3. M&H Gas – 322 Main St E – Mandan
4. Dan's Super Market #2 – 3101 N 11<sup>th</sup> St – Bismarck
5. Barlow's Miracle Mart – 1620 South Broadway – Minot
6. M&H Gas – 25 Burdick Expy – Minot
7. Hornbacher's Southgate – 1532 32<sup>nd</sup> Ave S – Fargo
8. Hornbacher's Village West – 4101 13<sup>th</sup> Ave S – Fargo
9. Hornbacher's North Port – 2510 Broadway N – Fargo
10. B & J Tesoro – 406 N 6<sup>th</sup> St – Bismarck
11. Simonson Station Store – 1310 S Broadway – Minot
12. M&H Gas – 325 1<sup>st</sup> Ave S – Jamestown
13. Ruthville Store – 102 128<sup>th</sup> Ave NW – Minot
14. Farmers Union Oil – 1<sup>st</sup> Ave E – Velva
15. Barlows Miracle Mart – 504 W Main St – Mandan
16. Sooper Stop – 620 Sheyenne St – West Fargo
17. Stamart – 1120 E Divide Ave – Bismarck
18. Barlows Arrowhead Miracle Mart – 1600 2<sup>nd</sup> Ave SW – Minot
19. Hugo's #8 – 1750 32<sup>nd</sup> Ave S – Grand Forks
20. Superpumper #21 – 2005 N Broadway – Minot

\* As of July 17, 2004

### Welcome

ND Lottery welcomes two new Bismarck retailers, Best Stop (E Boulevard Ave), and Mini Mart (N Washington St).

*Correction: In the May/June issue of Retailer News the #12 Top Retailer, M&H Gas, 325 1<sup>st</sup> Avenue S in Jamestown, was incorrectly listed in Minot.*

See Page 6 for information on the "Power Play" Promotion running July 27-September 13, 2004.

# POWERPLAY®

## Top Ten Retailers

1. Fitterer Gas & Oil, Flasher (61.19%)
2. Huber's Corner, Westhope (58.73%)
3. Bingorama, Minot (57.30%)
4. Jollie's Supermarket, Belcourt (56.82%)
5. Zuroff Repair, Hebron (51.35%)
6. Cenex, Parshall (53.07%)
7. 1-Stop Market, Belcourt (50.43%)
8. Ladots, Belcourt (49.93%)
9. Village Mart, Mandan (47.98%)
10. Farmers Union Oil, Mohall (47.46%)

## Flasher Power!

Fitterer Gas & Oil of Flasher has top Power Play sales for the state, up from the #2 spot in June. "My customers even want the Power Play for Hot Lotto!" smiles owner Lee Fitterer. When asked the key to his success, he answered, "Flasher is a small town and we really want what is best for our neighbor. Everyone here is very friendly and takes the time to explain how the prize multiplier works. We don't have to explain it much anymore, our customers just lay \$2 or \$4 on the counter and we know they want 1 or 2 sets of numbers with the Power Play."

As a customer watched Lee enter the winning numbers on the dry erase board one morning, he gave Lee a big grin and said, "It's going to be a great day, I can see that already! I matched three numbers here - and because you told me about Power Play I just won \$35 instead of \$7. I would never have played it if you hadn't mentioned it."

## Stamart Travel Center Dresses for the Occasion

Every Wednesday and Saturday (draw days), employees at Stamart Travel Center in Bismarck wear red North Dakota Lottery t-shirts - some of which they designed themselves - to draw attention to the lottery. The retailer has added a banner, to catch the eye of drivers, and is planing future in-store promotions to boost sales of North Dakota Lottery games.



(L-R): Dean Cota (Field Desk Manager); LaRayne Haakenson (Area Supervisor and Complex Manager); Michelle Ritzer (Assistant Manager); Jessie Schwindt (Shift Leader); Gerard Leingang (C-Store Manager); Jeremy Gappert (Assistant Manager).

Retailers with the most visible lottery signs have the leading sales. Consider purchasing a lottery banner today!

## Lady Luck Sightings...

### The real thing -

Lady Luck visited Mandan recently and was driven around by Lottery Director Chuck Keller during the Mandan Fourth of July Parade. She waved her wand over the thousands in attendance.



### or a look-a-like?

Cenex in Fessenden prepared a float in their town's parade on June 19th featuring their "Lady Luck" handing out good luck chocolate kisses.

Keri Brown of Center was "Lady Luck" during Center's Old Settlers Day Celebration Parade on June 12<sup>th</sup>. The Corner Express of Center put together the float, featuring a mock lottery terminal, for the celebration.



Corner Express Parade Group - from left to right: Gus Rud, Brenda Zarr, Mary Erhardt, Judy Schwab, "Lady Luck" Keri Brown, Sandy Erhardt, Caroline Forseborg, & Kristine Henke.

## Power Play Giveaway Offers Second Chance for Free Ethanol for a Year

The North Dakota Lottery and the Department of Commerce State Energy Office have teamed up to promote Powerball's Power Play and Ethanol Fuel. From July 27 – September 13, 2004, North Dakota Lottery players will have a chance to win free fuel for a year in our Power Play Giveaway. To enter, players send in their non-winning Powerball + Power Play tickets (a minimum \$2 purchase) to the Lottery.

The Lottery has provided retailers with promotional materials and is advertising the promotion in weekly newspapers and on radio stations across the state. The radio stations will also hold Power Play promotions to give away 600 \$5 ethanol certificates.

Cashing Lottery tickets is good for business - winning ticket holders are not just Lottery customers, they are your general customers as well!

PLEASE DISTRIBUTE TO YOUR EMPLOYEES

Coming Soon ~



North Dakota's third lottery game "Wild Card 2" begins on September 23, 2004. Wild Card 2 is currently played in Idaho, Montana, and South Dakota.

Wild Card 2 is played a little differently from Powerball and Hot Lotto. The player gets 2 plays for \$1. For each play, the player picks five numbers between 1 and 31, AND one of 16 different Wild Cards (the 16 "face" cards). Players can let the computer select Quick Picks if they prefer.

The jackpot starts at \$100,000 and increases until it is won. The drawings take place on Wednesday and Saturday evenings, before the Powerball and Hot Lotto drawings.

The Wild Card 2 game brochures and play slips will be delivered to your store in September with other POS items for display after September 16th. The Wild Card 2 game will be activated on your terminal at 5:30 a.m. C.S.T. on September 23.

To win, a player must match either the Wild Card or at least 3 of the five numbers. Because the prize tier for the Wild Card plus one number and the Wild Card plus two numbers is the same as matching just the Wild Card (\$1), the brochures and tri-fold wallet cards do not reflect these combinations. Here are the complete winning combinations and prizes for Wild Card 2:

### Wildcard 2 – Winning Combinations, Prizes and Odds

Winning Combinations	Prize	Odds
5 of 5 numbers <b>plus</b> Wild Card	Grand Prize	1 in 1,359,288
5 of 5 numbers	\$5,000	1 in 90,619
4 of 5 numbers <b>plus</b> Wild Card	\$500	1 in 10,456
4 of 5 numbers	\$20	1 in 697
3 of 5 numbers <b>plus</b> Wild Card	\$5	1 in 418
3 of 5 numbers	\$2	1 in 28
2 of 5 numbers <b>plus</b> Wild Card	\$1	1 in 52
1 of 5 numbers <b>plus</b> Wild Card	\$1	1 in 18
Wild Card 2 <b>only</b>	\$1	1 in 21

The overall odds of winning a prize (including breakeven prizes) are 1 in 6.

The odds presented here are based on a \$1 play.



The Lottery's Promise: To provide the highest quality service to retailers.

Office of Attorney General  
Lottery Division  
600 East Boulevard Avenue  
Dept. 125  
Bismarck, ND 58505-0040

(701) 328-1574  
1-877-NDLOTTO (635-6886)  
FAX (701) 328-1580

## Retailer Sales Commissions

Through July 17, 2004, the total sales of Powerball tickets were 6,782,194. This equates to retailer commissions of \$339,109.70.